

ABSTRACT

There is provided a product ordering system for supplying products from a production source to a plurality of dealers, according to an order in which the orders are placed. The product ordering system includes estimated sales quantity-setting means 7 for setting an estimated sales quantity of the products to be sold during a predetermined time period, for each of the dealers, upper limit value-setting means 12 for setting an upper limit value LN, for each of the dealers, according to the set estimated sales quantity and a predetermined coefficient P, ordering means 16 for placing orders for products from the dealers with the production source, cumulative order quantity-calculating means 15 for calculating a cumulative order quantity CN during the predetermined time period, for each of the dealers, and order quantity-limiting means 15 for limiting orders for products in excess of the limit value LN by the dealer, by comparing the calculated cumulative order quantity CN and the upper limit value LN with each other.